



# PLAYER PLEDGE

## Player Pledge Social Media Toolkit



## OBJECTIVES

The Player Pledge and Online Player Program are designed to encourage teams, associations, and players to promote inclusivity and respect in the sport of hockey. This toolkit provides the necessary resources to help you engage your community and share your commitment to creating a positive environment on and off the ice.

### WHAT IS THE PLAYER PLEDGE?

The Player Pledge is a commitment from players, teams, and associations to promote inclusivity, respect, and sportsmanship within the sport of hockey. By taking the pledge, individuals are joining the movement to make hockey a place for everyone.



### WHAT IS THE ONLINE PLAYER PROGRAM?

The Online Player Program is tailored for U15-U18 teams to elevate their commitment. In collaboration with the WHL's Respect in Hockey platform, Hockey Alberta developed a customized Online Player Education Program. It emphasizes skill enhancement and promotes respectful interactions, aiming to foster inclusion, safety, fun, and respect in sports.

### WHAT YOU WILL FIND IN THIS TOOLKIT

- SOCIAL MEDIA FRAMES
- POSTERS
- ACTION PLAN
- SOCIAL COPY





## Player Pledge Social Media Toolkit

The **Player Pledge** and the **Online Player Program** is an opportunity for teams, players, and associations to contribute to the ongoing effort to make hockey a more inclusive and respectful sport. By using the resources provided in this toolkit, you can help amplify the message and inspire others to join the cause.

Taking the pledge is not mandatory, however, teams who take the Player Pledge and make a commitment **can enter to win \$500 towards** their year-end party.

### Social Media Frames

Customizable frames for social media platforms (e.g., Facebook, Instagram, Twitter) will allow teams, coaches, and individual players to share their commitment to the Player Pledge have been provided. These frames can be easily applied to posts and stories to showcase their journey.

[ItStartsWithUsFrame](#)

[HAPlayerPledgeFrame](#)

[#PlayerPledgeFrame](#)

- **Design Options:** Different frames can feature messaging such as “PlayerPledge” or “Its Starts with Us”
- **Call to Action:** Include a hashtag (#PlayerPledge) for easy tracking and engagement.

### Posters

Downloadable and printable posters with Player Pledge messaging designed for dressing rooms, arenas, and community centers. The posters are designed to inspire players and coaches to honor their commitment to respect and inclusivity.

- Teams or associations are encouraged to display these posters on their information or bulletin boards at local arenas to promote the Players Pledge and Online Player Program.

### Dressing Room Door Magnet

A visual reminder for players, coaches, and staff about their commitment to the Player Pledge. The magnet can be placed on dressing room doors, lockers, or in high-traffic areas around the arena.

- Teams that have completed the pledge will receive a special “It Starts with Us” magnet as a mark of achievement.
- **Instructions for Ordering:** Teams can request a magnet via the online form noted in Step Three below, ensuring that they receive a magnet after completing the pledge.



## Helmet Decals

Helmet decals serve as a permanent, visible sign of players' commitment to the Player Pledge and the principles of inclusivity and sportsmanship.

- **Instructions for Ordering:** Teams can request a team size order of Player Pledge decals that players can wear on their helmets, via the online form noted in Step Three below. The decals come in standard sizes and can be applied to the side of the helmet.

**Hashtags:** #ItStartsWithUs #Playerspledge #OnlinePlayerProgram

## Action Plan

### ➤ Step 1 Take the Pledge:

- Team will [read](#) and sign the pledge. Watch last years [Players Pledge Video](#) on YouTube.
- Discuss as a group any additional values or principles your team stands for, to make it unique and meaningful to your group.
- In addition to the pledge, make your commitment unique and complete a team bonding activity:
  - **1. Team Video / TikTok / Reel– "One Word Challenge"**  
Pick a word that represents your commitment to the team and explain it in a fun TikTok. Share with a team hashtag to inspire others.
  - **2. Pledge Magnet**  
Sign a team commitment magnet and take it to games and practices as a reminder of your dedication.
  - **3. Commitment Poster**  
Create a wall poster where each player posts their word and action plan, updating it with photos and reflections throughout the season.

### ➤ Step 2 Share your Commitment:

- Post a photo or video on social media showing your commitment to the player pledge. Optional to use social media framers and logos in your post that are provided. See Social Copy below for more ideas!
- Use Hashtags: #PlayerPledge and #ItStartsWithUs.

### ➤ Step 3 Submit your Participation:

- Share your team activity and commitment to the Player Pledge for special team recognition to be featured on the Hockey Alberta website.
- Complete the [online form here](#) to let Hockey Alberta know about your commitment: with details about your team's commitment to the pledge, including your team activity/initiative and any corresponding photos, videos, or messages.



- Online Player Program: After taking the pledge, U15 – U18 participants are encouraged to sign up for the Online Player Program.
- **Step 4 Take the Online Player Program:**
  - Want to take the next step in your teams' commitment!
  - Have all team members view and complete the Hockey Alberta and WHL online player program. [REGISTER HERE](#) to receive a free access code.  
Expiration Notice: Codes issued to teams will expire within two weeks, and Carlia will follow up with emails containing the codes once teams have signed up.
  - Take advantage of this opportunity for **FREE**, with **NO COST** to the team this year!



**SOCIAL COPY**

Content / Ideas	Platform	Caption	Notes
We Took the Pledge Announcement	IG / Facebook	Our team has officially taken the #PlayersPledge! We're committed to respect, inclusivity, and fair play both on and off the ice. #Itstartswithus	
	IG / Facebook	Starting 2025 strong with the #PlayersPledge – because true change begins with us. #ItStartsWithUs	
	X / Twitter	Our team has officially taken the #PlayersPledge! We're committed to respect, inclusivity, and fair play on & off the ice. 🏒 #ItStartsWithUs	
Highlighting the Online Player Program	IG / Facebook / X / Twitter	We're taking the next step! Our team is diving into the Online Player Program to strengthen our commitment to respect. #NextStep #PlayerPledge	Image/Video: Action shots of players during training or games, along with a screenshot of the Online Player Program page.
Celebrating Completion of the Online Player Program	IG / Facebook	We did it! Our team has completed the Online Player Program! For more details how you can get involved → [LINK] #PlayerPledge	Post a celebratory team photo/video after completing the program
Teamwork on & off the Ice	IG / Facebook / X / Twitter	It's all about teamwork, both on and off the ice. The	Share team bonding moments or



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		#PlayersPledge is our promise to each other and the fans! 🤝 #Teamwork #Respect	training clips where teamwork is highlighted.
Interactive Poll – Pledge Impact	IG Stories / X / Twitter	How has the #PlayersPledge impacted you? Share your thoughts on respect and inclusivity in sports! 🗣️ #PlayerPledge	Use IG polls or Twitter threads to ask the audience about the pledge’s impact, encouraging engagement.
Team’s Commitment – On Game Day	IG / Facebook	Game day isn’t just about winning—it’s about playing with respect and integrity. We carry the #OnlinePlayerProgram with us every game! 🏏️🔥 #GameDay	Share game day photos or clips with a strong team message around commitment to the Online Player Program.
Nominate Other Teams to Take the Pledge	IG Stories / Facebook Stories	We’ve taken the pledge—now it’s your turn! We challenge 1. [Team Name] 2. [Team Name] 3. [Team Name] to take the #PlayersPledge and join us in committing to respect and inclusivity! 🤝 #ItStartsWithUs	Share an IG Story with a team photo/video and challenge other teams to follow suit.
Spotlight on Coaches and Staff Taking the Online Player Program	IG / Facebook	It’s not just players—our coaches and staff are fully committed to the #OnlinePlayerProgram too!	Share a video or photo of coaches or team staff talking about their personal commitment to the Online Player Program.
Pledge Day post – Team Reflection	IG / Facebook	Today, we reflect on the journey so far. Our team is stronger than	Share behind-the-scenes footage from



		ever in our commitment to the #PlayersPledge. This is just the beginning! 💪 #ItStartsWithUs	team reflection sessions, meetings, or group discussions about the pledge.
Teammates Supporting Each Other	IG / Facebook	The #PlayersPledge is about supporting each other both on and off the ice. Respect starts with us, and we're always here for each other! 🤝 #ItStartsWithUs	Share photos or videos showing players supporting each other in tough moments, emphasizing teamwork and respect.
"Day in the Life" Pledge Series	IG Stories / IG Reels / TikTok	Ever wondered what it's like to live the #PlayersPledge every day? Follow [Player Name] through a typical day of respect and dedication on and off the ice. ✨	Create a "day in the life" IG Story series where a player walks through their routine, showing how they embody EDI in everything they do.

### Key Messaging for Social Media

- To educate and empower you to be a positive influence on and off the ice.
- Learn about respect; respect for oneself, respect for teammates and opponents, and respect for the rules and officials.
- Setting a positive example for others to follow.
- More than what happens on the ice. Development of officials, players, coaches, trainers, and administrator.
- Learn more to make the game better.
- Make you a better player, a better teammate, and a community leader now and in the future.
- Together, we can make Hockey More